

**REMARKS**

Claims 14 to 16, 18 to 20, 32 to 34, 36 to 38, 40 to 42, and 44 to 46 were pending in the application on the February 4, 2009 mailing date of the final Office Action. Claims 15, 16, 18 to 20, 32 to 34, 36 to 38, 40 to 42, and 44 to 46 have been cancelled, without prejudice or disclaimer of subject matter, and new claims 47 to 67 have been added. Claims 14, 54 and 61 are the independent claims. Support for the newly added features is found throughout the disclosure, including ¶¶ [0440] and [0444] of the published application. Reconsideration and further examination are requested.

Claims 14 to 16, 18, 20, 21, 32 to 34, 36, 38, 39 to 42, 44, 46 and 47 were rejected under 35 U.S.C. § 102(b) over U.S. Patent No. 6,129,276 (“Jelen”); and claims 19, 27, and 45 were rejected under 356 U.S.C. § 103(a) over Jelen in view of allegedly admitted prior art. Although all claims but claim 14 have been cancelled, the Applicants do not concede that the prior Official Notice traversal was in any way inadequate and, along these lines, do admit that the use of VXML for data entry is “prior art.” Withdrawal of the § 103 rejections and further examination are requested in light of the new features added to the claims.

The independent claims have each been amended to recite the feature of “correlating the first product with a second product previously purchased by the customer or by an other customer who also purchased the first product, based on analyzing a linger time of the customer or the other customer in an area where the second product was sold.”

The Applicants submit that Jelen does not disclose or suggest these new features. The other claims in the application are each dependent on these independent claims and are allowable over the applied reference for at least the same reasons.

All of the pending issues have been addressed. However, the absence of a reply to a specific rejection, objection, issue, or comment, including the Office Action’s characterizations of the reference, does not signify agreement with or concession of that rejection, issue, or comment. In addition, because the arguments made above may not be exhaustive, there may be reasons for patentability of any or all pending claims that have not been expressed. Finally, nothing in this paper should be construed as an intent to concede any issue with regard to any claim, except as specifically stated in this paper, and the amendment or cancellation of any claim

does not necessarily signify concession of unpatentability of the claim prior to its amendment or cancellation. Since the amendments made herein have been made solely in an effort to expedite advancement of this case, the Applicant reserves the right to prosecute the rejected claims in further prosecution of this or related applications.

The Applicant respectfully submits that the application is in condition for allowance, which action is requested.

No fees are due. Please apply any charges not otherwise paid, or apply any credits to deposit account 06 1050.

Respectfully submitted,



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